



# Dacorum U3A Computer Support Group

## An Introduction to Apple products

### 27th June 2014

# Agenda

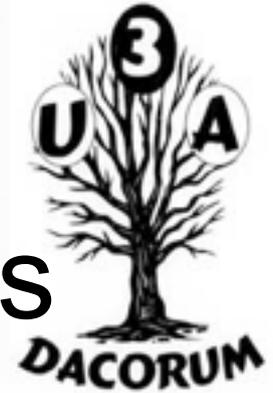


## Introduction and welcome

- Discussion about format of meetings
- Identify topics to discuss in later meetings
- Identify topics for today
- Presentation on Introduction to Apple products
- This will cover the History of Apple products iPhone, iPad, MacBook Laptops and iMac Desktop, and show the advantages of using an Apple OS ( IOS or OS X)
- We will be covering using eMail, Web browsing, Documents, Photos and Music, and how to convert from using Microsoft to Apple.

## Introduction to Apple Products

# The History of Apple Computers



On April Fool's Day, 1976, [Steve Wozniak and Steve Jobs](#) released the Apple I computer and started Apple Computers. The Apple I was the first with a single circuit board used in a computer.

The first home computer with a GUI or graphical user interface was the Apple Lisa. The very first graphical user interface was developed by the Xerox Corporation at their Palo Alto Research Center (PARC) in the 1970s. Steve Jobs, visited PARC in 1979 (after buying Xerox stock) and was impressed and influenced by the Xerox Alto, the first computer ever with a graphical user interface. Jobs designed the new Apple Lisa based on the technology he saw at Xerox.

With the 1984 Apple Macintosh Steve Jobs made sure developers created software for the new Macintosh Computer. Jobs figured that software was the way to win the consumer over.

# Introduction to Apple Products

The two main Apple founders – **Steve Jobs and Steve Wozniak** - both came from humble backgrounds and were not endowed with commercial success. In order to afford the first pieces of the Apple I in 1976, they almost literally sold the shirts off their backs. Jobs invested the proceeds from the sale of his VW bus (\$1,500 dollars). “Woz” parted with his beloved programmable calculator Hewlett-Packard 65 and deposited 250 dollars in the company’s treasury.

With the initial public offering on December 12, 1980, Jobs and Wozniak became multimillionaires, as Apple Computer was now valued at 1.8 billion dollars. Jobs possessed 7.5 million stocks (217 million dollars); “Woz” was assigned four million stocks (116 million dollars). Markkula’s share of seven million stocks was worth 203 million.

“I was worth about over a million dollars when I was twenty-three and over ten million dollars when I was twenty-four, and over a hundred million dollars when I was twenty-five,” Jobs said in an interview with Robert Cringley in 1996. “And it wasn’t that important because I never did it for the money.”



## The Macintosh

That was the computer market in early 1984. Most computers, even DOS ones, shipped with 64 KB or 128 KB of memory and had one or two 5.25" floppy drives. Hard drives, when available, were \$1,500 options.

The Macintosh was different. First, there was the mouse, just like Lisa had. In fact, Apple was so adamant that you use the mouse that the original Macintosh keyboard had no arrow keys. (The Ctrl key was also a later innovation.)

Then there was that 3.5" floppy drive storing 400 KB of data - 25% more than the 320 KB 5.25" disks in the IBM world.

But when you turned it on, the Macintosh showed its greatest difference, a graphical user interface (GUI). Although similar to the interface from the Lisa, the Mac used square pixels instead of rectangular ones, making it far easier to accurately map graphics to the screen.



## Early-mid-1990s

In the late 1980s, Apple's fiercest technological rivals were the [Amiga](#) and [Atari ST](#) platforms. But by the 1990s, computers based on the [IBM PC](#) had become more popular than all three; they finally had a comparable [GUI](#) thanks to [Windows 3.0](#), and were out-competing Apple.

In 1991, Apple partnered with long-time competitor [IBM](#) and [Motorola](#) to form the [AIM alliance](#). The ultimate goal was to create a revolutionary new computing platform, known as [PReP](#), which would use IBM and Motorola hardware and Apple software. Apple also refused IBM's offer to purchase the company, but later unsuccessfully sought another offer from IBM, and at one point was "hours away" from an acquisition by [Sun Microsystems](#).

In addition to computers, Apple has also produced consumer devices. In 1993, Apple released the [Newton](#), an early [personal digital assistant](#) (PDA). It defined and launched the PDA category and was a forerunner and inspiration of devices such as [Palm Pilot](#) and [Pocket PC](#).



1998–2001

**iMac, iBook, and Power Mac G4**



While discontinuing Apple's licensing of its operating system to third-party computer manufacturers, one of Jobs's first moves as new acting CEO was to develop the **iMac**, which bought Apple time to restructure. The original iMac integrated a CRT display and CPU into a streamlined, translucent plastic body. The line became a sales smash, moving about one million units each year. It also helped re-introduce Apple to the media and public, and announced the company's new emphasis on the design and aesthetics of its products.

In 1999, Apple introduced the **Power Mac G4**, which utilized the Motorola-made PowerPC 7400 containing a 128-bit instruction unit known as **AltiVec**, its flagship processor line. Also that year, Apple unveiled the **iBook**, its first consumer-oriented laptop that was also the first Macintosh to support the use of **Wireless LAN** via the optional AirPort card that was based on the 802.11b standard; it helped popularize the use of Wireless LAN technology to connect computers to networks.

## Mac OS X

In 2001, Apple introduced [Mac OS X](#), an operating system based on [NeXT's NeXTstep](#) and incorporating parts of the [FreeBSD](#) kernel.

Aimed at consumers and professionals alike, Mac OS X married the stability, reliability and security of [Unix](#) with the ease of a completely overhauled user interface.

## Retail stores

In May 2001, after much speculation, Apple announced the opening of a line of Apple retail stores, to be located throughout the major U.S. computer buying markets. The stores were designed for two primary purposes: to stem the tide of Apple's declining share of the computer market, as well as a response to poor marketing of Apple products at third-party retail outlets.

## iPod

In October 2001, Apple introduced its first [iPod](#) portable digital audio player. The iPod started as a 5 gigabyte player capable of storing around 1000 songs. Since then it has evolved into an array of products including the [Mini](#) (now discontinued), the [iPod Touch](#), the [Shuffle](#), the [iPod Classic](#), the [Nano](#), the [iPhone](#) and the [iPad](#). Since March 2011, the largest storage capacity for an iPod has been 160 gigabytes.



## 2007–present: Apple Inc., iPhone, iOS, and iPad

On January 9, 2007, Apple Computer, Inc. shortened its name to simply Apple Inc. In his [Macworld Expo](#) keynote address, Steve Jobs explained that with their current product mix consisting of the iPod and Apple TV as well as their Macintosh brand, Apple really wasn't just a computer company anymore. At the same address, Jobs revealed a product that would revolutionize an industry in which Apple had never previously competed: the Apple [iPhone](#).

The iPhone combined Apple's first widescreen iPod with the world's first mobile device boasting visual voicemail, and an internet communicator able to run a fully functional version of Apple's web browser, [Safari](#), on the then-named [iPhone OS](#) (later renamed [iOS](#)).



## iOS evolution: iPhone and iPad

The first version of the iPhone became publicly available on June 29, 2007

It was another 12 months before the **iPhone 3G** became available on July 11, 2008.

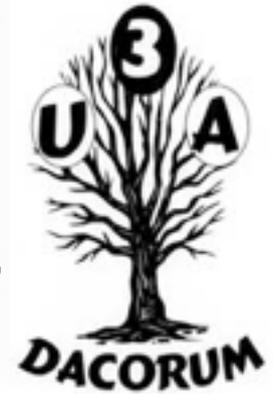
On February 10, 2011, the iPhone 4 was made available .

Now two iPod types are multi-touch: the iPod nano and the iPod touch, a big advance in technology. Apple TV currently has a 2nd generation model, which is 4 times smaller than the original Apple TV. Apple has also gone wireless, selling a wireless trackpad, keyboard, mouse, and external hard drive. Wired accessories are, however, still available.

The Apple **iPad** was announced on January 27, 2010 with retail availability commencing in April and systematically growing in markets throughout 2010.

The iPad fits into Apple's iOS product line, being twice the screen size of an iPhone without the phone abilities.

On March 2, 2011, Apple unveiled the iPad's second generation model, the **iPad 2**. Like the 4th generation iPod Touch and iPhone, the iPad 2 comes with a front-facing camera as well as a rear-facing camera, along with three new apps that utilise these new features: Camera, FaceTime, and Photobooth (only on iPad2).



# The Current Apple Products

The current Apple Products cover a wide range from the iPod family through iPhone, iPad, MacBook, Mac Mini, MacBook Pro and iMac to the latest Mac Pro.

There are basically two Operating Systems used throughout the range, IOS runs on the iPhone & iPad and OS X runs the Mac laptops and Desktop platforms.

Within each model there are several options such as Screen Size, Memory capacity, Processor Speed and Colour.

So the choice of which model, size, speed and capacity can be a bit daunting to the beginner.

Luckily the choice is made easier by visiting a nearby Apple Store, such as Watford, where you can see all the models and ask the assistance for a demonstration. They run customer training sessions and also answer technical questions



# iOS evolution: iPhone and iPad

The iOS operating system installed on the iPhone & iPad takes care of the various internal organisation of the devices Processor, memory, Graphics display , Touch Screen and Sound etc.

You do not need to know what is going on inside the device, just switch it on and the iOS takes care of all the internal operations.

This allows you to make full use of the device via the GUI or Graphical User Interface ( Touch Screen).

So if you wish to create or modify a Document, you simply open the Word Application by clicking the Pages Icon.

Pages is Apples equivalent of MS Word ( there are also Excel and Powerpoint equivalents - Numbers and Keynote)

The Apple Pages app can open existing Word documents and also save or send them as Word email attachments, so you will not need to re create all your old documents.

Similarly with Numbers and Keynote, you can read Excel and Powerpoint documents and choose to save or send a copy to anyone.



# iOS evolution: iPhone and iPad

The iOS uses a Desktop to display all the Apps ( applications) installed on the device. The bottom of the screen has up to six permanent Apps, these are your most used Apps, and the rest of the screen can be filled with any combination of Apps.

If the screen becomes crowded then the App Icons can be moved to the next Display Screen by selecting the Icon and holding for a few seconds, then dragging it to the bottom of the screen. Next swipe the screen from right to left to display the next “Virtual “ Screen and drop the moved icon onto the new desktop.

Icons can also be grouped by dropping one onto of another to form a “Folder” which will then contain icons for a similar theme e.g. Travel or Photography.

There are Apps which cover general utilities such as Calendar, Contacts, Mail, Safari Web Browser etc



# iOS evolution: iPhone and iPad

There are few buttons on an iPad or iPhone.

The Power button is used to switch on or off and the volume up / down buttons, there is Mute switch which can switch off the Speaker .

The only button on the front of the device is the “Home” button which has many functions, depending on how many times it is pressed - one press displays the Home Screen, and two presses shows which applications are running.

The “Settings” Icon is the way into all the various device settings such as Airplane mode, Wi-Fi, Bluetooth etc and is the way in which personal settings are accessed e.g Mail settings to setup an email account .

The Home screen can also be used to access some information, by swiping the screen upwards it will display a subset of the important settings such as alarm, calculator, camera, Wi-Fi and Aircraft Mode.

Similarly if the screen is swiped down from top to bottom , it will display today's calendar and appointments



# OS X evolution: MacBook Air, MacBook Pro, Mac Mini, iMac and Mac Pro



OS X Software is the engine which runs on all these Mac devices. The Mac operating system is designed to be easy to use and engineered to take full advantage of the technologies built into every computer we make.

So everything works just the way you expect it to.

OS X also comes with powerful apps for browsing the web, sending messages, setting reminders and so much more.

Each release of OS X is given a name and also a Version Number. The current release of OS X is called Mavericks and is Release 10.9

When a new release of OS X is made available, it can be downloaded FREE from the Apple online store, similarly any updates will automatically be made available and the end user can simply download the update ( Generally without the need to re boot the device)

# Applications and the App store

A large number of applications are automatically installed together with the OS X and are also updated automatically updated if a newer version of the App is released.

End Users can also download new Apps from the APP Store, these can be either Free or Paid for using your Apple ID.

New Apps are then downloaded and the Icon placed on the home Screen, users can move the App Icons to suit .

There are thousands of different Apps available and some care should be taken to avoid paying for any which you do not need, Read the reviews and try the free version first!, before downloading the full version.

Music and Videos can also be downloaded using the iTunes App, but take tare when selecting as it may involve a large amount of data to be transferred.

You can use your Device as a local Music and Photo library to store all your MP3 music files.

iTunes allows you to store, edit and Index all the MP3 files and create playlists of your choice.

Similarly “Photo” ( Included in the OS X) or “iPhoto” ( chargeable download from APP store)can be used to store, Edit , Index and display all your Digital photos, and also create personal Slideshows with Music which can be shared or exported to anyone.



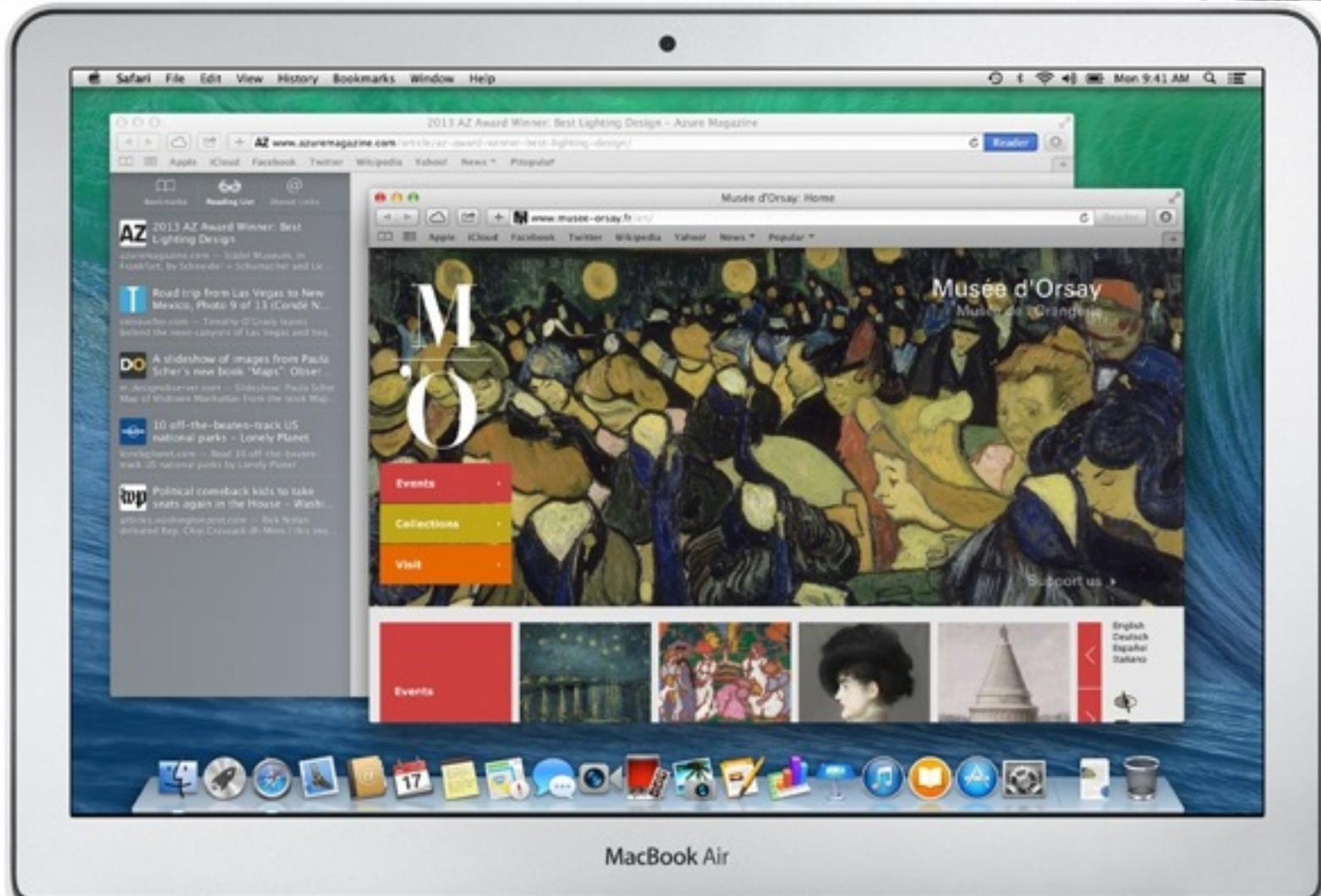
# MacBook Air showing a Sample Screen display showing the Dock, Reveal Screen and Virtual Desktops



# Safari



## The smartest way to surf.



# Apple Email



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From: Softpedia News (Filip Truta) <Softpedia News>  
Subject: iPod nano with Video Banned from Gym Chain  
Date: Yesterday at 3:49 PM



A major gym chain has banned the new, video-capable iPod nano from its locker rooms to prevent privacy issues, according to TwinCities.com. According to the company, it's very hard to tell whether a user browses their song library, or actually shoots video with the device.

Life Time Fitness is a company that runs 84 gyms in a total of 19 states. It has decided to allow the device in work-out rooms, but not in the locker rooms. It shouldn't come as a surprise, given that cell phones and other miniature devices capable of shooting video are also banned from locker rooms in some gyms. The reason is to protect the privacy of those using the gym. No one wants to see a video of themselves undressing in the gym's locker room posted on YouTube, especially when Apple makes it so easy with the new iPod nano.

However, the camera-enabled iPod nano 5th generation is actually marketed by Apple as a workout companion. "An armband turns your iPod into a workout companion. Find the armband that fits your iPod and

Refresh completed

# Finder Display



# Launchpad



# Spotlight Display



# Gestures



We believe the best way to bring Multi-Touch gestures to a computer is on the horizontal surface of a trackpad. So navigating your Mac using your fingers to tap, scroll, pinch and swipe feels perfectly natural. And because Apple makes both the hardware and software, Multi-Touch gestures are remarkably precise. When you scroll down, your document scrolls down. When you scroll up, your web page scrolls up. When you swipe left, your photos move left. These and other gestures make all you do on your Mac easy, intuitive and fun.

# Compatibility with Windows

The versatility and power of OS X help a Mac fit in just about anywhere — including Windows networks. Want to transfer your files, photos and other data from a Windows PC? OS X lets you do that easily with Migration Assistant. If you want to run Windows on your Mac, you can do that with Parallels or VMWare. OS X has built-in support for the latest version of Microsoft Exchange Server, so you can use your Mac at home and at work and keep all your messages, meetings and contacts in sync. And, of course, you can work with popular file types such as JPG, MP3 and PDF, as well as Microsoft Word, Excel and PowerPoint documents.



# Compatibility with Windows

## Switch Basics: Migrate your Windows files to your Mac

**You don't have to start your Mac life from scratch. You can transfer over many of your PC files and use them just like you have before.**

You can easily move your Windows files to your new Mac and use them with Mac applications. Macs can open many different kinds of files from your PC, as long as you have appropriate software installed that can interpret them.

For example, you can move all of your Microsoft Office documents to your Mac if you have Microsoft Office for Mac OS X installed. Office functions almost exactly the same on a Mac as it does on a PC. Also, iWork applications (Pages, Numbers, and Keynote) can use and export many Microsoft Office file types.

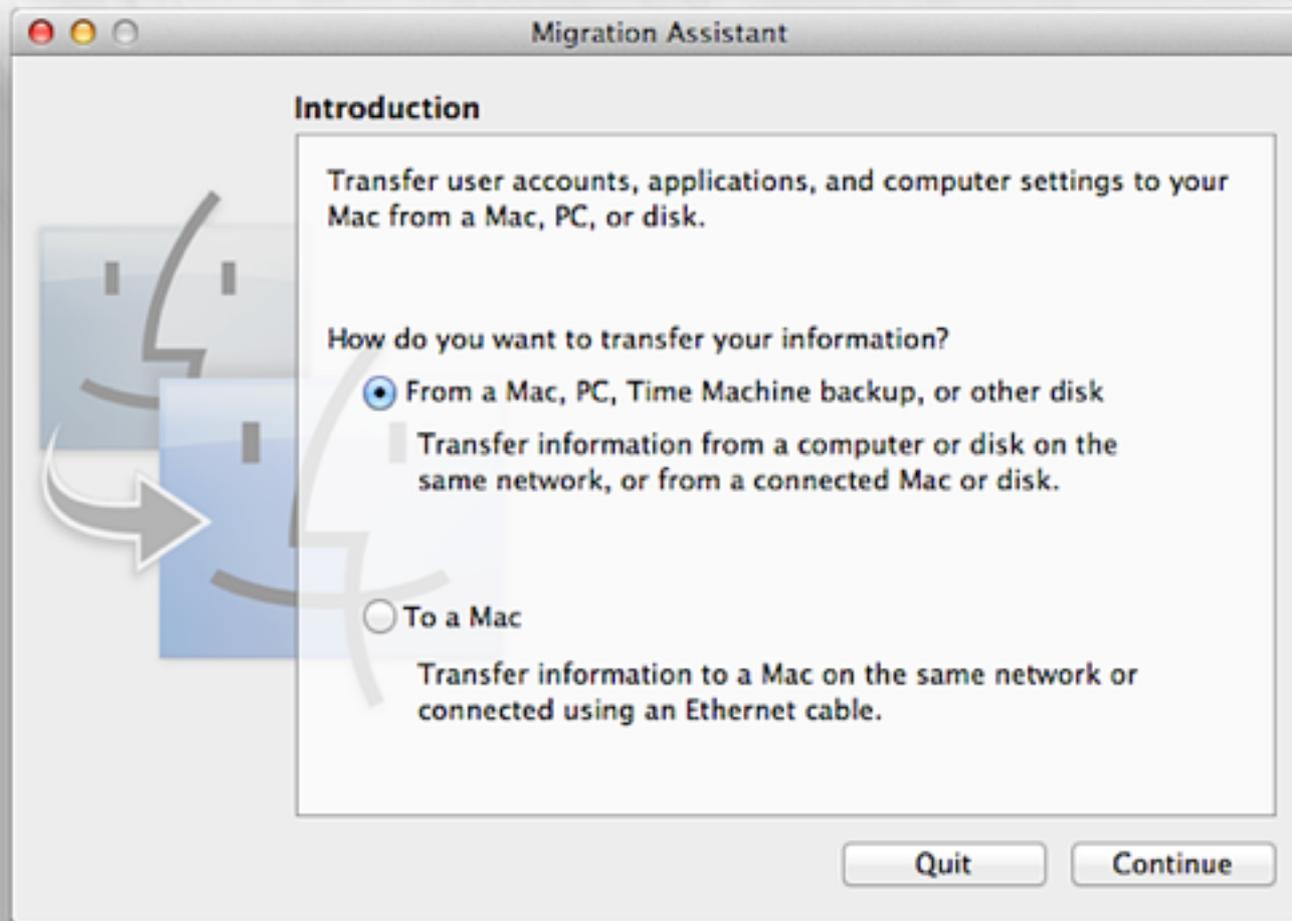
Audio files (AIFF, MP3, WAV) open in iTunes or QuickTime Player. Image files (JPEG, PDF, TIFF, GIF, RAW, and the like) can be opened with iPhoto and Preview. QuickTime Player can be used to watch many types of movie files.



# Compatibility with Windows

## Use Migration Assistant

When you're ready to move your PC files to your Mac, Migration Assistant helps you easily transfer them. You can transfer your whole Windows user account—including your pictures, music, and files.



# Compatibility with Windows

Transfer information from your PC over your wired or wireless network

To move files using Migration Assistant to your Mac from your PC, use these steps.

1. On your PC, Download [Windows Migration Assistant](#) , then open it.
2. Make sure both computers are turned on and connected to your wired or wireless network. If needed, you can use a single ethernet cable to create a simple network between the two computers.
3. Click Continue on the PC.
4. On your Mac, open Migration Assistant by clicking Launchpad in the Dock, and typing Migration Assistant in the search field.
5. When you're asked how you want to transfer your information, choose "From another Mac, PC, Time Machine backup, or other disk".
6. Click Continue on your Mac.
7. When prompted, enter your name and password.
8. Click Continue to quit other applications. Other applications can't be open on your Mac during the transfer.
9. Select "From another Mac or PC".
10. Click Continue.
11. Once your PC appears in the Migration Assistant window of your Mac, click Continue.
12. On your PC you should see the passcode that was displayed on the Mac. Click Continue.
13. On your Mac, select the information you want to transfer to your Mac, then click Continue.

